

## Claims

What is claimed is:

1. An electronic program guide for displaying, on a television screen, information about television programs available for selection by a user and for displaying advertisement information, the guide comprising:

a plurality of interconnected menus for display on a television screen, wherein the menus comprise:

program menus having information related to available television programs; and

advertisements, selected from a group of advertisements, targeted to a user or group of users based on user information stored in a user profile.

2. The guide of claim 1, wherein the advertisements are selected from a group of advertisements available for display at the same time, whereby separate users using the guide at the same time may view different advertisements.

3. The guide of claim 1, wherein at least one of the advertisements is displayed on the screen while at least one of the program menus is displayed on the screen.

4. The guide of claim 1, wherein the plurality of interconnected menus further comprise an introductory menu that is displayed on the screen upon beginning use of the guide, wherein at least one of the advertisements is displayed on the introductory menu.

5. The guide of claim 1, wherein the menus are displayed based on a selection made using a user input device.

6. An electronic program guide for displaying, on a television screen, information about television programs available for selection by a user and for displaying advertisement information, the guide comprising:

a plurality of interconnected program menus that display on a television screen information about programs, including names and times of the programs;

a cursor that is displayed on the television screen, responsive to a selection signal from a user input device, wherein the menus are displayed on the screen based on the

selection signal, whereby a user can navigate the plurality of menus using the user input device, and wherein the programs are displayed based on the selection signal; and

an introductory menu, connected to at least one of the plurality of program menus, which introductory menu includes an advertisement.

5           7.     The guide of claim 6, wherein the introductory menu is displayed upon beginning use of the guide.

8.     The guide of claim 6, wherein the guide is controlled by a set top terminal, and wherein the introductory menu automatically appears on the television screen when the set top terminal is turned on.

10          9.     The guide of claim 6, wherein the selection signal is received at a set top terminal that controls display of the menus on the screen.

10.     The guide of claim 6, wherein the user input device is an infrared remote control.

15          11.     The guide of claim 6, wherein the advertisement is a targeted advertisement associated with the user or with a group including the users.

12.     The guide of claim 11, wherein the advertisement is selected from a plurality advertisements based on profile information for the user.

20          13.     A method of delivering a television signal containing programming, including programs and targeted advertisements, to multiple subscribers using an electronic program guide having a plurality of menus, the method comprising:

retrieving subscriber information;

displaying, on a television screen associated with the subscriber, one or more of a plurality of menus, the menus including program menus having program information related to available programs; and

25          displaying on the screen an advertisement selected from a plurality of advertisements based on the subscriber information.

14.     The method of claim 13, further comprising storing the subscriber information in a memory.

30          15.     The method of claim 14, wherein the step of storing comprises storing the subscriber information in a subscriber profile associated with a particular subscriber.

16. The method of claim 13, wherein the step of displaying the advertisement comprises displaying the advertisement while displaying the one or more menus.

17. The method of claim 13, wherein the step of displaying the advertisement comprises displaying the advertisement on an introductory menu that is displayed upon beginning use of the guide.

18. The method of claim 13, further comprising:  
receiving from a user input device a program selection for at least one of the available programs; and  
displaying the selected program on the screen.

19. The method of claim 18, further comprising displaying on one of the plurality of program menus a cursor, wherein the cursor indicates a program on the one of the plurality of program menus and is controlled by the user input device, and wherein the step of receiving comprises receiving the program selection for the program indicated by the cursor.

20. A set top terminal for use with a television delivery system for delivering a television signal containing programming including programs and advertisements to multiple subscribers by customizing the advertisements based on information about the subscribers, the terminal comprising:

means for retrieving information about a subscriber;  
means for receiving a television signal;  
means for extracting individual programs from the television signal;  
means for generating menus for display on a screen, the menus including program menus having program information;  
means for receiving from a user input a selection of an item displayed on the menus;  
means for selecting an advertisement from a plurality of advertisements based on the information; and  
means for displaying, on one of the menus, the selected advertisement.

21. The terminal of claim 20, further comprising means for indicating a menu item associated with at least one of the menus, and wherein the means for receiving the

selection comprises means for receiving the selection of a menu item that is indicated by the indicating means.

22. The terminal of claim 20, wherein the means for displaying the selected advertisement comprises means for displaying the selected advertisement during an introductory menus that is displayed when the terminal is switched on.

23. The terminal of claim 20, wherein the means for generating menus includes means for generating menus for interactive features.

24. A set top terminal for generating an electronic program guide having advertisements targeted to a user of the terminal, the terminal comprising:

a receiver that receives a program signal from a television delivery system operations center;

a demultiplexer that extracts individual programs form the program signal, which programs are sent to a television associated with the set top terminal for display on a screen;

a memory that stores information about a user;

a means for generating a plurality of menus, the menus including information related to programs;

a means for selecting an advertisement based on the user information; and

a means for displaying the selected advertisement on at least one of the menus.

25. The terminal of claim 24, further comprising a means for receiving a signal from a user input and displaying at least one of the individual programs based on the signal.

26. The terminal of claim 25, further comprising a means, responsive to the user input, for displaying a cursor that indicates an item associated with at least on of the menus.

27. The terminal of claim 24, wherein the means for generating a plurality of menus comprises a means for generating an introductory menu for display when the set top terminal is activated, and wherein the means for displaying the selected advertisement comprises a means for displaying the advertisement on the introductory menu.

28. The terminal of claim 24, wherein the means for selecting the advertisement comprises a means for selecting from a group of advertisements that may be displayed at the same time.

29. The terminal of claim 28, wherein the means for selecting comprises means for selecting from the group of advertisements, wherein the group includes advertisements that are available on different channels, and wherein the means for displaying comprises a means for tuning to a channel associated with the selected advertisement during the advertisement.

30. A television delivery system for delivering targeted advertisements to a user as part of an electronic program guide of programs and other features available for viewing or use, the system comprising:

an operations center comprising:

a means for packaging a plurality of television programs; and

a means for generating program control information including data associated with the packaging of the television programs;

a means for delivering the packaged television programs and the program control information from the operations center to a subscriber;

a set top terminal, located at the subscriber's location, that receives the television programs from the operations center,

a microprocessor for executing program instructions;

a graphic memory;

a graphic generator to generate graphics from the graphic memory; and

a subscriber interface for choosing an option from displayed graphics and for effecting the memory location from which graphical information is generated by the graphics generator;

wherein the terminal generates an electronic program guide having

a plurality of menus, the menus including program menus that display names and times of programs;

a plurality of advertisements for display on the menus, wherein a displayed advertisement is selected from the plurality of advertisements based on information about a user of the set top terminal; and

a cursor for navigation of the menus.